

ANGUS COUNCIL

CONTRACT SERVICES COMMITTEE - 20 AUGUST 2002
RECREATION & CULTURAL SERVICES COMMITTEE - 22 AUGUST 2002

LEISURE MANAGEMENT SPECIAL PROMOTION

**JOINT REPORT BY THE CONTRACT SERVICES MANAGER AND
DIRECTOR OF LEISURE SERVICES**

ABSTRACT

The purpose of this report is to inform the Committee of the Routes to Leisure Trailblazer special promotion to encourage additional use of the Council's leisure facilities.

1. RECOMMENDATION

The Committee is asked to note the contents of this report.

2. BACKGROUND

Report number 454/2002 gave details of the success of the Hot Card special promotion and gave delegated authority to the Contracts Services Manager and Director of Leisure Services to run a further promotional campaign in the summer months.

3. CURRENT POSITION

In consultation with the Director of Leisure Services and Director of Finance the Routes to Leisure Trailblazer promotion has been developed. The promotion is based around a monthly card and the new Routes to Leisure swipe card. The monthly cards will be available for purchase in July and August 2002 and will give the customer unlimited access to individual activities and centre-run classes. Please note that it will not include pre-booked courses such as "Fit to Live" or any private clubs or classes.

The customer will be able to purchase the card on any day during July and August 2002 and it will be valid for one calendar month, for example purchased on 12 July 2002 will expire on 11 August 2002. Cards purchased in August will be valid until the relevant date in September, for example purchased on 31 August would expire on 30 September 2002.

The categories available have been kept as simple as possible with only three categories being offered as detailed below:

Adult	£25.00
Concession	£15.00
Joint	£40.00 (must live at the same address.)

The prices were calculated after looking at local competition charges and research into other local authority charges for Direct Debit payments. The charges per month for adults ranged from £9.99 per month to £39 per month nationally and locally between £20 and £39 per month.

It is anticipated that the "Trailblazer" promotion will be as successful as the "Hot Card" in raising public awareness of the facilities, thereby also raising user numbers and income. All promotion and advertising costs will be equally shared between Leisure Services and Contract Services and contained within existing budgets.

4. CONCLUSIONS

The Contract Services Manager in consultation with the Director of Leisure Services and Director of Finance believes that this is a potentially worthwhile promotion that could increase usage and income from the facilities. It will also allow testing of some of the till management systems for running a Direct Debit scheme prior to its introduction, hopefully in October of this year.

The final result of the promotion will be reported back to the Committee once the outcome has been established.

5. FINANCIAL IMPLICATIONS

The costs of the promotion are being shared between Contract Services and Leisure Services and can be accommodated in existing budgets.

As indicated, it is anticipated that usage and income will increase and the outcome will be carefully analysed to validate any future recommendations on revision to the scale of charges for use of leisure facilities. Any increased income will be shared equally between the two departments. Should the promotion result in a fall of income each department will accommodate any implications within existing budgets.

6. HUMAN RIGHTS IMPLICATIONS

There are no Human Rights implications arising from this report.

7. CONSULTATION

The Chief Executive, Director of Finance and the Director of Law and Administration have been consulted in the preparation of this report.

M P Graham
Contract Services Manager
19 July 2002

J R Zimny
Director of Leisure Services

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information), were relied on to any material extent in preparing this report.